

secure the audience. This traveling car scheme goes far toward securing the audience. Many people will come out of curiosity; but what matters it what the motive of their coming is, so long as they come—and learn something? Public lectures and meetings under the auspices of the various county medical societies will also do much, in the course of time, to awaken the public to the danger of its apathy. In some sections these public lectures have been undertaken by county societies; in others, the passage of this school car may awaken the county society to the importance of the work and thus do additional good. The plan is certainly one to be commended in the highest terms and all credit should be given to those who have worked so hard to secure the consummation of their ideas. The railroads, quickly seeing the import of everything that will make for the general improvement in public health conditions, have cheerfully given the car and will as cheerfully haul it about the state.

To comment upon all the ways in which some of the smooth-tongued "detail men" administer foolish powders to physicians, is quite impossible, though for several years **THE WISE DOCTOR?** the JOURNAL has been devoting more or less space to the interesting subject. In San Francisco, and doubtless in other parts of the state, there has recently been exhibited some activity on the part of the agents of a concern that might well be known as "The Company for the Exploitation of the Foolishness of Physicians." The stuff is called "pinoleum," and it is recommended as a bland and healing oil, containing some essential oils; it comes in a nice package containing the oil-atomizer and a bottle of the "stuff." The credulous physician is urged to order the package just as it is put out, as thus the patient gets his atomizer and his oil at the same time, which is convenient. But the agent who visits the physician making this excellent (?) suggestion, and who gives the physician an order on the pharmacist for a package free, does not refer to the extremely edifying circular that is considerably placed in the box by the manufacturer. By the time your patient, now become the happy possessor of a "pinoleum" outfit, has finished the careful reading of this circular of information, he knows more about what is the matter with him and how it should be treated than you do. Also, he knows just what "pinoleum" is good for (and that is almost everything above the neck), and he goes happily upon his way prescribing for all his friends who will listen to him. We are waiting with interest for the appearance of the progressive manufacturer who will dispense in the package with a bottle of castor oil, a Complete Treatise on Home Medication, or Everyone His Own Physician.

Prof. Irving Fisher, of Yale, President of the Committee of One Hundred on National Health, has presented to the heads of various insurance companies a **LENGTHENING HUMAN LIFE.** definite statement as to the relation of tuberculosis to insurance companies, based on the purely commercial proposition of lengthening human life and thus making money for the companies. "The Prudential Company pays out annually \$800,000 for death claims on account of tuberculosis, a disease which is known to be preventable." That puts it in a very definite way; nearly a million dollars paid by one company alone for lives that might have been materially lengthened. The proposition has been put up to the insurance companies to subscribe large sums of money (but a fraction of a percent of their insurance) in the campaign for the prevention of tuberculosis. How they will respond to this demand is as yet not known, though it is commonly reported that many of them are strongly impressed with the showing made by Prof. Fisher and have under advisement the definite prosecution of such work. It would seem to be an obvious means of saving many dollars to the companies and, therefore, to the policy holders; for when the companies make more money the insured participate to a certain degree in the benefit. Two cents a year per \$1,000 of insurance is suggested as sufficient to raise a very large fund and one that would be used to the great profit of the companies.

Why do physicians allow laymen to do a not inconsiderable portion of the practice of medicine? Dr. Laertus Connor, of Michigan, has **WHY NOT?** asked this question a number of times and has given much of his energy to its discussion. Take, for example, the matter of fitting glasses. Itinerant peddlers of glasses exist in every part of the country. In small towns the local jeweler is the optician. Now, it is not argued for a moment that every physician should or could be a first-class oculist; but where is the physician who, with a little time given to a study of the elemental principles, could not become in a short time a better fitter of glasses than the average itinerant or town jeweler? And furthermore, the physician doing this work would be an added protection to the public, for he would recognize complications of a serious import more quickly and more surely and thus send the patient to an oculist at an earlier date, than would be the case with the entirely uneducated town jeweler. There really seems to be no good and sufficient reason why physicians scattered about the country in small towns or isolated villages and hamlets should not take up this, devote a little time and study to the simpler portion of the art of refracting, and thus return into the domain of medicine a very large amount of work that has fallen into the hands of charlatans and simple merchants. Why not increase your income and improve your position, if you are located in the country, by taking up this line of professional work?